

WWW.THESOCIALESAVVY.COM



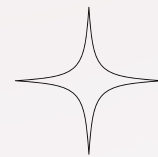
# CLIENT

---

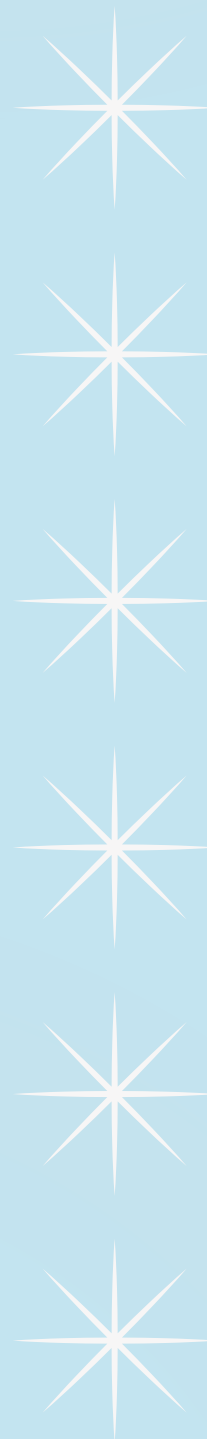
# CASE study

# E

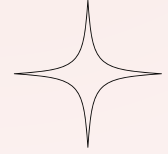
# ABOUT ME



My name is Savvy and I am a professional social media consultant and coach. I have witnessed the evolution of social media from its humble beginnings to the massive marketing platform it has become today. My area of expertise lies in assisting businesses to establish their brand on popular social media platforms such as Instagram, Tiktok, Youtube, LinkedIn, and Facebook. My primary objective is to connect your brand with your audience, cultivate a community of loyal customers, and ultimately drive profits for your business. Let's collaborate to take your brand to new heights!



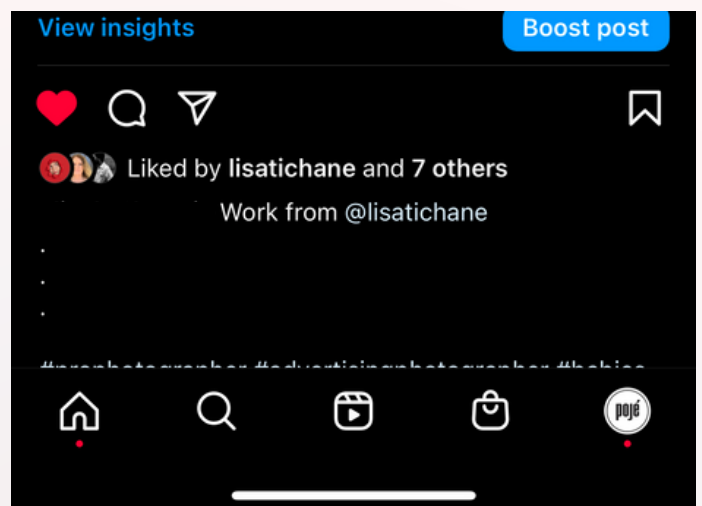
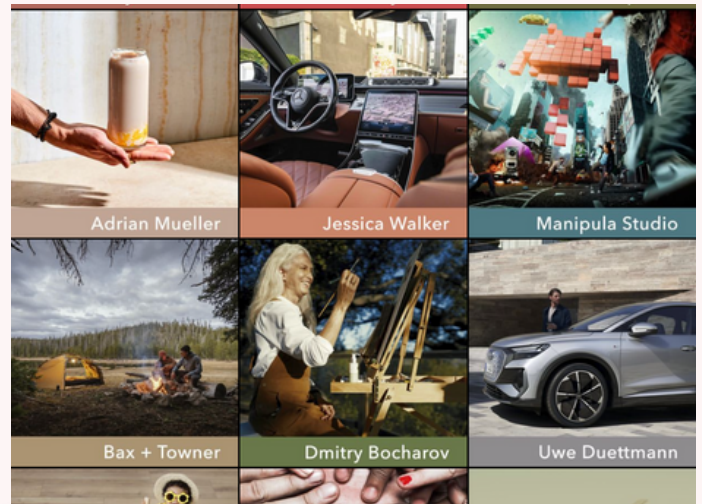
# THE PROBLEM



I was recently contacted by a client who was seeking assistance with their social media strategy. They expressed their desire to achieve greater consistency in their messaging, increase engagement with their audience, and establish a stronger presence within their industry. Upon review of their social media grid, I noticed that it was lacking in diversity and creativity, resulting in a low engagement rate of only 0.0025%. They were primarily utilizing static posts with copy that did not effectively speak to their audience or encourage any calls-to-action (CTAs).

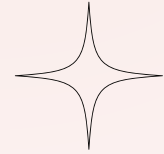
**THE AGENCY REQUIRED A FRESH SOCIAL MEDIA APPROACH THAT COULD ENTICE THE AUDIENCE AND INTERACT WITH THE AGENCY'S PORTFOLIO.**

"CLIENT" BEFORE





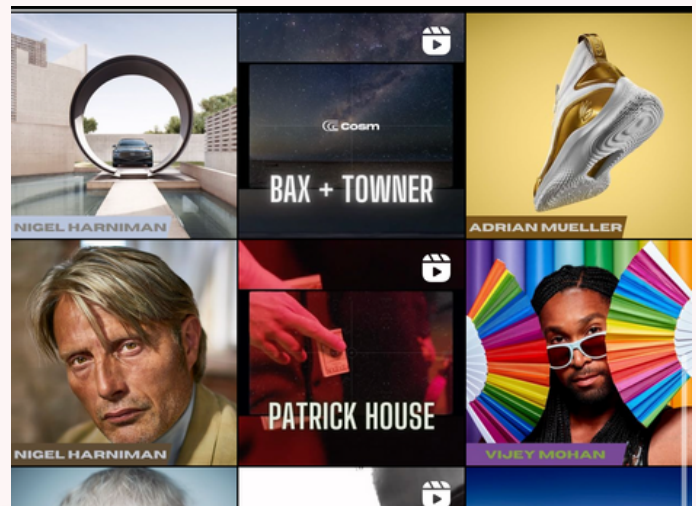
# THE SOLUTION



**TO ADDRESS THE CHALLENGE OF LOW ENGAGEMENT AND REACH, I IMPLEMENTED A NUMBER OF STRATEGIC SOLUTIONS FOR THE CLIENT.**

This included the incorporation of reels into their weekly content schedule, posting with greater consistency, and crafting engaging copy that resonates with their audience. Additionally, I redesigned the grid layout to enhance its visual appeal and entertainment value, further boosting the client's social media presence and engagement levels.

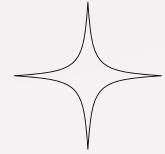
"CLIENT" AFTER



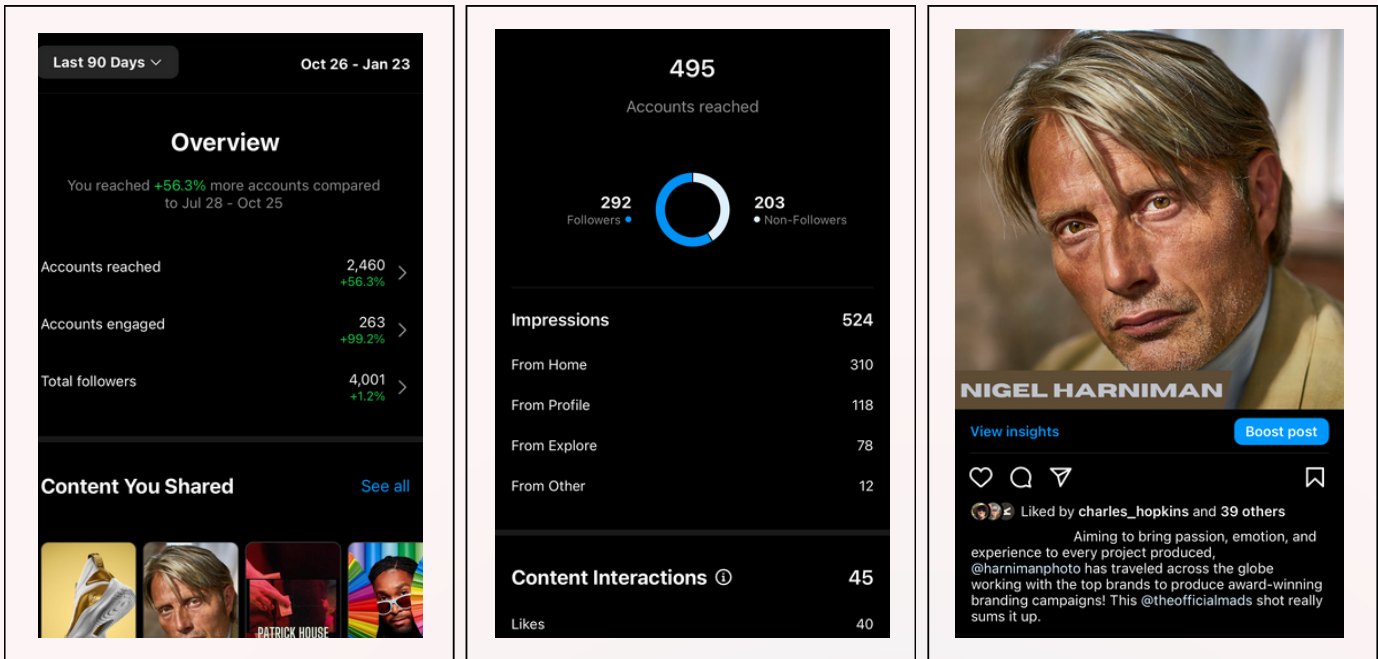
Throughout the duration of my engagement with the client, I have continually refined and optimized their social media strategy on a monthly basis, in order to achieve maximum results from their audience. Despite the challenge of the agency's mostly horizontal video content, which is not well-suited for short-form video platforms, I was able to create a visually compelling template that fully utilizes the screen and highlights the exceptional work of their talent.

An effective hashtag strategy has also played a significant role in the success of this account, by ensuring that the content reaches the most relevant and engaged audiences who have already demonstrated interest in the client's industry on social media.

# THE RESULTS

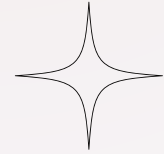


After just three months of collaboration with the client, their social media profile has exhibited a remarkable 57% increase in reach and an outstanding 99.2% increase in engagement. Despite being on a maintenance plan of just three posts per week, the client's profile has gained a notable 50 followers, even during the typically low-engagement winter months. This significant growth can be attributed to the effective implementation of a new social media strategy, which has elevated the client's visibility and established a consistent and professional presence within their industry on social media.



The key takeaway from this experience is that implementing a consistent content strategy that includes engaging copy, a carefully designed grid aesthetic, and the use of multiple forms of content with an optimized strategy plan can have a significant impact on your social media presence and standing.

# WANT RESULTS



like these?



## Let's Work Together!

I would love to boost your social media presence and transform your everyday content into a profitable asset for your business.

Schedule a 15-minute discovery call, during which we can explore the next steps!



CONTACT ME

✉ SAVVY@THESOCIALESAVVY.COM

📷 @THESOCIALESAVVY